



WHAT: 7th Annual Utah International Sportsmen's Exposition

WHEN: March 17-20, Thursday through Sunday

WHERE: South Towne Exposition Center, 9575 So. State, Sandy, UT 84070

SHOW HOURS: Thurs-Fri: noon until 9p; Sat: 10a until 9p; Sun: 10a until 5p

TICKETS: \$10 adult, available at show box office; youth 12 and under enter for free

DISCOUNTS: Money-saving coupons at Gart Sports and Big O Tire stores

SHOW INFO: www.sportsexpos.com

For custom photos, interviews or more information, please contact John Kirk, 800-545-6100

The 7th annual International Sportsmen's Expositions (ISE) will soon present Utah's largest, most exciting outdoors show. Running March 17-20, Thursday through Sunday, at South Towne Expo Center in Sandy, the show spotlights more than 525 different exhibitors. Products and services for sale include: fishing, hunting, camping and other outdoor products; trips to outdoor destinations throughout Utah, the West and the world; and boats, RV's, ATV's, snowmobiles and motorcycles.

The show also presents an unprecedented number of hands-on features, seminars, outdoor celebrities, and participatory contests than any other sportsmen's expo West of the Mississippi River. Here's an overview of the show:

FAMILY FUN

- Enlarged Bear World display—see the live bear cubs
- ATV Test Track (must be 18 to ride)
- Giant Youth Sports Fair, presented by Utah Division of Wildlife Resources, hosted by RogerB of Outdoor Utah Today radio. Fair activities include: catch-and-release pond (guides and gear provided); shooting range (gun safety instruction) live-animal displays from Tracy Aviary, Hogle Zoo, Hawk Watch International and the Utah Chucker Foundation; Bat display (why they are important to Utah outdoors); fly-tying
- 4th annual International Dutch Oven Society World Championship Cook-Off (Saturday); Last Chance Cook-Off (Thursday); youth team-cooking night (Friday); and cooking lessons every day
- Campfire Theater, hosted by Brian Brinkerhoff, of Backcountry Magazine radio. In addition to Utah's outdoor experts on fishing, hiking, camping, wildlife watching, offroading and more, there'll be several special musical guests, including Hammer Down, Jeff Hinton, In Cahoots, River Road, the Spirit Eagle Dancers, and special presentation Friday evening at 8pm by The Fort Douglas Fife, Drum & Bugle Corp

HUNTING

- NEW: Daily seminars by Chuck Adams, author, television personality and one of the world's leading bowhunters
- NEW: Daily seminars by Sean Mann, world champion goose caller
- NEW: Contest Caller Stage (lobby), site of the annual state Duck- and Goose-Calling Championship, will also present seminars by the world's finest duck callers, including Barney Calef, Champion of Champions duck caller; and Buck Gardner, Champion of Champions duck caller
- NEW: At the Contest Caller Stage, new Grand National 2Man, hosted by Carl Taylor
- NEW: Eastmans' Hunting Journal Record Deer Display
- NEW: Largest-shed contest, with prizes, hosted by Moss Back Productions
- NEW: Trophy Hunter Magazine Record Display, with Utah's largest mounts
- Hunting Theater, hosted by Cris Draper, the Trail Master, of Utah Outdoors radio
- More prizes, \$1000 Championship Ring, and new youth category at the 4th Annual Utah Elk-Calling Contest, hosted by world champion caller Chad Schearer and presented by the Rocky Mountain Elk Foundation
- Daily seminars (where, when and how) by western hunt authority Mike Eastman, host of the Eastmans' Hunting Journal television show. For the first time, Mike will be joined by Eastmans' Hunting Journal editor and Mike's son, Guy
- NEW: Black Gold Sporting-Dog Arena with multi-breed demos, with special Agility and Flyball shows

SPORTFISHING

- NEW: seminars by Mike Lawson, fly-fishing spring-creek authority
- Giant GMC Trucks Aquarium Demo Tank filled with live fish. Tank hosts hourly seminars on Utah species, destinations and fishing techniques. Special guest, Gary Miralles, will detail trout-fishing and trolling techniques
- 2005 Best-of-the-West (BOTW) distance-fly-casting qualifications, Utah Finals (Saturday), and BOTW North American SHOOT OUT on Sunday; both Mens and Womens Division champion will win an expenses-paid trip to Patagonia, Argentina, courtesy of The Center for Argentina Tourism
- Fly-Casting pond, site for seminars and product try-outs
- NEW: Discover Fly Fishing program, in which anyone can sign up for free casting lessons, all gear provided
- Fly-Tying Video Theater

Complete seminar schedules, discount coupon, and directions to show available at:

www.sportsexpos.com